1. (amended)   A computer-implemented method for valuing the elements of value of a business enterprise, comprising:

organizing historical and forecast business data by component of value and element of value where at least one element of value is intangible, and

using said data to define a predictive model that identifies the value of each element of value.

2. (amended)   The computer-implemented method of claim 1 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.

3. (amended)   The computer-implemented method of claim 1 wherein the predictive model is a neural net.

4. (amended)   The computer-implemented method of claim 1 wherein the value of the elements of value are displayed using a paper document or an electronic display.

5. (amended)   The computer-implemented method of claim 1 wherein the forecast for each component of value is derived from a multivalent combination of forecasts.

6. (amended)   The computer-implemented method of claim 1 wherein the forecasts for each component of value are selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior

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period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate ) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and Winter's exponential smoothing.

7. (amended)  The computer-implemented method of claim 1 wherein the intangible element of value is selected from the group consisting of relationships, employees, customers, brands, channel partners and vendors.

8. (amended)  The computer-implemented method of claim 1 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

9. (amended)    The computer-implemented method of claim 1 wherein determining the value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time.

10. (amended)    The computer-implemented method of claim 1 wherein determining the value of each element of value further comprises:

   deriving one or more element of value weighting factors from the information for each of two or more elements of value;

   calculating the present value of the components of value; and

   weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

11. (amended)   The computer-implemented method of claim 10 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.

12. (amended)   The computer-implemented method of claim 10 wherein the element of value weighting factors are summarized into composite variables that characterize the performance of the elements of value.

13. (amended)    The computer-implemented method of claim 10 wherein calculating the composite variable comprises combining element of value weighting factors selected from the group consisting of transaction data, transaction ratios and transaction trends.

14. (amended)    The computer-implemented method of claim 10 wherein determining the value of each element of value weighting factor further comprises

evaluating all elements of value at the same time within a sequential series of points in time.

15. (amended)   A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform a method for valuing one or more elements of value of a business enterprise, comprising:

organizing historical and forecast business data by component of value and element of value where at least one element of value is intangible, and

using said data to define a predictive model that identifies the value of each element of value.

16. (amended)   The computer readable medium of claim 15 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.

17. (amended)   The computer readable medium of claim 15 wherein the predictive model is a neural net.

18. (amended)   The computer readable medium of claim 15 wherein the value of the elements of value are displayed using a paper document or an electronic display.

19. (amended)   The computer readable medium of claim 15 wherein the forecast for each component of value is derived from a multivalent combination of forecasts.

20. (amended)   The computer readable medium of claim 15 wherein the forecasts for each component of value are selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period

actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate ) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and Winter's exponential smoothing.

21. (amended)  The computer readable medium of claim 15 wherein the intangible element of value is selected from the group consisting of relationships, employees, customers, brands, channel partners and vendors.

22. (amended)  The computer readable medium of claim 15 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems,

accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

23. (amended)    The computer readable medium of claim 15 wherein determining the value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time.

24. (amended)    The computer readable medium of claim 15 wherein determining the value of each element of value further comprises:

   deriving one or more element of value weighting factors from the information for each of two or more elements of value;

   calculating the present value of the components of value; and

   weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

25. (amended)    The computer readable medium of claim 25 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.

26. (amended)    The computer readable medium of claim 25 wherein determining the value of each element of value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.

27. (amended)    A system for valuing the elements of value of a business enterprise, comprising:

networked computers each with processor having circuitry to execute instructions; a storage device coupled to the processor with sequences of instructions stored therein, which when executed cause the processors to:

organize historical and forecast business data by component of value and element of value where at least one element of value is intangible, and use said data to define a predictive model that identifies the value of each element of value.

28. (amended)   The system of claim 27 wherein the computers are personal computers.

29. (amended)   The system of claim 27 wherein the computer system is a three tier client server system.

30. (amended)   The system of claim 27 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.

31. (amended)   The system of claim 27 wherein the predictive model is a neural net.

32. (amended)   The system of claim 27 wherein the value of the elements of value are displayed using a paper document or an electronic display.

33. (amended)   The system of claim 27 wherein the forecast for each component of value is derived from a multivalent combination of forecasts.

34. (amended)   The system of claim 27 wherein the forecasts for each component of value are selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average,

prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate ) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and Winter's exponential smoothing.

35. (amended)  The system of claim 27 wherein the intangible element of value is selected from the group consisting of relationships, employees, customers, brands, channel partners and vendors.

36. (amended)  The system of claim 27 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human

resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

37. (amended)   The system of claim 27 wherein determining the value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time.

38. (amended)   The system of claim 27 wherein determining the value of each element of value further comprises:

deriving one or more element of value weighting factors from the information for each of two or more elements of value;

calculating the present value of the components of value; and

weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

39. (amended)   The system of claim 38 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.

40. (amended)   The system of claim 38 wherein the element of value weighting factors are summarized into composite variables that characterize the performance of the elements of value.

41. (amended)   The system of claim 38 wherein calculating the composite variable comprises combining element of value weighting factors selected from the group consisting of transaction data, transaction ratios and transaction trends.

42. (amended)   The system of claim 38 wherein determining the value of each element of value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.

1. (amended) _A computer-implemented method for valuing the ~~cash flow contribution of~~ elements of value of a business enterprise, comprising:

organizing historical and forecast business data ~~related to the value of the business enterprise~~ by ~~the 3 components~~component of value and ~~two or more elements~~element of value where at least one element of value is intangible, and ~~calculating, for each one of the elements of value, a composite variable characterizing the performance of the element of value of the business enterprise;~~

~~determining, for each one of the elements of value, a percentage of the components of value attributable to the element of value; and~~

~~calculating a value for each one of the elements of value of the business enterprise based on the forecast component values of the business enterprise and the percentage of the component of value attributable to each element of value.~~

using said data to define a predictive model that identifies the value of each element of value.

2. (amended) _The computer-implemented method of claim 1 wherein the ~~composite variable for each one of the elements~~ revenue, expense and capital component of value~~, the component values of the business enterprise and the percentages of the components attributable to each one of the elements of value~~ forecasts are ~~calculated for~~optionally summarized into a ~~range of time including a specified valuation date~~cash flow forecast.

3. (amended) _The computer-implemented method of claim 1 ~~further comprising summarizing~~wherein the ~~revenue, expense and capital component of value into~~predictive model is a ~~cash flow forecast and cash flow value to yield a faster, less accurate analysis~~neural net.

4. (amended) _The computer-implemented method of claim 1 wherein ~~calculating~~ the ~~composite variable comprises combining transaction ratios and transaction data~~value of the elements of value are displayed using a paper document or an electronic display.

5. (amended) _The computer-implemented method of claim 1 wherein ~~determining~~ the ~~percentages of the cash flow attributable to an element~~forecast for each component of value ~~comprises using output~~is derived from a ~~neural network to determine the percentage of the cash flow attributable to the element of value~~multivalent combination of forecasts.

6. ~~(amended) The computer-implemented method of claim 1 wherein calculating the composite variable characterizing the performance of the element of value of the business enterprise comprises using transaction data and one or more transaction ratios to create the composite variable.~~(amended) The computer-implemented method of claim 1 wherein the forecasts for each component of value are selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate ) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to

monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and Winter's exponential smoothing.

7. (amended) _The computer-implemented method of claim 1 wherein ~~calculating~~ the ~~composite variable characterizing the performance of the~~intangible element of value ~~of the business enterprise comprises using transaction data~~is selected from the group consisting of relationships, employees, customers, brands, channel partners and ~~one or more transaction trends to create the composite variable~~vendors.

8. ~~(amended) The computer-implemented method of claim 1 wherein calculating the composite variable characterizing the performance of the element of value of the business enterprise comprises using one or more transaction ratios and transaction trends to create the composite variable.~~(amended) The computer-implemented method of claim 1 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

9. (amended) ___The computer-implemented method of claim 1 wherein ~~calculating~~determining the ~~composite variable characterizing the performance of the~~value of each element of value ~~of the business enterprise~~further comprises ~~using transaction data to create the composite variable~~evaluating all elements of value at the same time within a sequential series of points in time.

10. (amended) _The computer-implemented method of claim 1 wherein ~~calculating the composite variable characterizing the performance of the~~determining the value of each element of value ~~of the business enterprise~~further comprises ~~using one or more transaction trends to create the composite variable.~~:

~~11. (amended) The computer-implemented method of claim 1 wherein calculating the composite variable characterizing the performance of the element of value of the business enterprise comprises using one or more transaction ratios to create the composite variable.~~

deriving one or more element of value weighting factors from the information for each of two or more elements of value;

calculating the present value of the components of value; and

weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

11. (amended)  The computer-implemented method of claim 10 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.

12. (amended) ___The computer-implemented method of claim ~~1~~10 wherein ~~calculating the~~the element of value weighting factors are summarized into

composite ~~variable characterizing~~variables that characterize the performance of the ~~element of value~~ elements of ~~the business enterprise comprises using transaction data, transaction trends and transaction ratios to create the composite variable~~value.

13. (amended)  ~~–~~The computer-implemented method of claim ~~1~~10 wherein ~~calculating~~ the ~~forecast for each component~~composite variable comprises combining element of value ~~is obtained~~weighting factors selected from a ~~multivalent combination~~the group consisting of ~~forecasts~~transaction data, transaction ratios and transaction trends.

14. (amended)  _The computer-implemented method of claim ~~1~~10 wherein determining the ~~forecast for~~ value of each ~~component of value is the best fit forecast obtained from a tournament~~element of ~~forecast methods~~value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.

15. ~~(amended)   The computer-implemented method of claim 1 wherein determining the value of each component of value attributable to the element of value further includes:~~ (amended)   A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform a method for valuing one or more elements of value of a business enterprise, comprising:
   ~~deriving one or more element of value weighting factors from the information each of two or more elements of value;~~
   ~~calculating the present value of the components of value; and~~
   ~~weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.~~

organizing historical and forecast business data by component of value and element of value where at least one element of value is intangible, and using said data to define a predictive model that identifies the value of each element of value.

16. ~~(amended) The computer-implemented method of claim 1 wherein determining the percentage of each component of value attributable to each element of value further comprises the use of predictive models to determine the percentage.~~(amended) The computer readable medium of claim 15 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.

17. (amended) _The computer-~~implemented method~~ readable medium of claim ~~1~~15 wherein ~~determining~~ the ~~percentage of each component of value attributable to each element of value further comprises the use of the best fit~~ predictive model ~~from~~is a ~~tournament of predictive models to determine the percentage~~neural net.

18. (amended) _The computer-~~implemented method~~ readable medium of claim ~~1~~15 wherein ~~determining~~ the ~~percentage~~ value of ~~each component of value attributable to each element of value further comprises evaluating all~~the elements of value ~~at the same time~~are displayed using a paper document or an electronic display.

19. (amended) _The computer-~~implemented method~~ readable medium of claim ~~1~~15 wherein the ~~intangible element~~forecast for each component of value is derived from a ~~relationship~~multivalent combination of forecasts.

20. (amended) _The computer-~~implemented method~~ readable medium of claim ~~1~~15 wherein the ~~intangible element~~forecasts for each component of value ~~is a brand~~are selected from the group consisting of prior 3 period average, prior 6

period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate ) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and Winter's exponential smoothing.

21. ~~(amended) A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 1.~~(amended) The computer readable medium of claim 15 wherein the intangible element of value is selected from the group consisting of relationships, employees, customers, brands, channel partners and vendors.

22. ~~(amended) A computer system for valuing the cash flow contribution of elements of value of a business enterprise, comprising:~~(amended) The computer readable medium of claim 15 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

~~means for organizing data related to the value of the business enterprise by the 3 components of value and two or more elements of value where at least one element of value is intangible,~~

~~means for calculating, for each one of the elements of value, a composite variable characterizing the performance of the element of value of the business enterprise;~~

~~means for determining, for each one of the elements of value, a percentage of the components of value attributable to the element of value; and~~

~~means for calculating a value for each one of the elements of value of the business enterprise based on the forecast component values of the business enterprise and the percentage of the component of value attributable to each element of value.~~

23. ~~(amended) The system of claim 22 wherein the composite variable for each one of the elements of value, the component values of the business enterprise and the percentages of the components attributable to each one of the elements of value are calculated for a range of time including a specified valuation date.~~(amended) The computer readable medium of claim 15 wherein determining the value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time.

24. (amended) _The ~~system~~computer readable medium of claim ~~22~~15 wherein determining the ~~revenue, expense and capital components of~~ value ~~are summarized into a cash flow forecast and cash flow~~of each element of value ~~to yield a faster, less accurate analysis.~~further comprises:

    deriving one or more element of value weighting factors from the information for each of two or more elements of value;

    calculating the present value of the components of value; and

    weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

25. (amended) _The ~~system~~computer readable medium of claim ~~22~~25 wherein ~~calculating~~ the ~~composite variable comprises combining~~element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction ~~data~~trends.

~~26 (amended) The system of claim 22 wherein determining the percentages of the cash flow attributable to an element of value comprises using output from a neural network to determine the percentage of the cash flow attributable to the element of value.~~. (amended) The computer readable medium of claim 25 wherein determining the value of each element of value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.

27. (amended) ~~The~~ A system ~~of claim 22 wherein calculating~~for valuing the ~~composite variable characterizing the performance of the element~~elements of value of ~~the~~a business enterprise ~~comprises using transaction data and one or more transaction ratios to create the composite variable.~~, comprising:

networked computers each with processor having circuitry to execute instructions; a storage device coupled to the processor with sequences of instructions stored therein, which when executed cause the processors to:

organize historical and forecast business data by component of value and element of value where at least one element of value is intangible, and use said data to define a predictive model that identifies the value of each element of value.

28. (amended) _The system of claim ~~22~~27 wherein ~~calculating~~ the ~~composite variable characterizing the performance of the element of value of the business enterprise comprises using transaction data and one or more transaction trends to create the composite variable~~computers are personal computers.

29. (amended) _The system of claim ~~22~~27 wherein ~~calculating~~ the ~~composite variable characterizing the performance of the element of value of the business enterprise comprises using one or more transaction ratios and transaction trends to create the composite variable~~computer system is a three tier client server system.

30. ~~(amended) The system of claim 22 wherein calculating the composite variable characterizing the performance of the element of value of the business enterprise comprises using transaction data to create the composite variable.~~(amended)  The system of claim 27 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.

31. (amended) _The system of claim ~~22~~27 wherein ~~calculating~~ the ~~composite variable characterizing the performance of the element of value of the business enterprise comprises using one or more transaction trends to create the composite variable~~predictive model is a neural net.

32. (amended) _The system of claim ~~22~~27 wherein ~~calculating~~ the ~~composite variable characterizing the performance of the element of~~ value of the ~~business enterprise comprises~~elements of value are displayed using ~~one~~a paper document or ~~more transaction ratios to create the composite variable~~an electronic display.

33. (amended) _The system of claim ~~22~~27 wherein ~~calculating~~ the ~~composite variable characterizing the performance of the element~~forecast for each component of value ~~of the business enterprise comprises using transaction data, transaction trends and transaction ratios to create the composite variable~~is derived from a multivalent combination of forecasts.

34. (amended) _The system of claim ~~22~~27 wherein the ~~forecast~~forecasts for each component of value ~~is obtained~~are selected from ~~a multivalent combination~~the group consisting of ~~forecasts~~prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate ) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple

weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and Winter's exponential smoothing.

35. (amended)  _The system of claim ~~22~~27 wherein the ~~forecast for each component~~intangible element of value is selected from the ~~best fit forecast obtained from a tournament~~group consisting of ~~forecast methods~~relationships, employees, customers, brands, channel partners and vendors.

36. ~~(amended)  The system of claim 22 wherein determining the value of each component of value attributable to the element of value further includes:~~ (amended)  The system of claim 27 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

~~means for deriving one or more element of value weighting factors from the information each of two or more elements of value;~~

~~means for calculating the present value of the components of value; and~~

~~means for weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.~~

37. (amended) _The system of claim ~~22~~27 wherein determining the ~~percentage~~ value of each ~~component of value attributable to each~~ element of value further comprises evaluating all elements of value at the ~~use~~same time within a sequential series of ~~predictive models to determine the percentage~~points in time.

38. (amended) _The system of claim ~~22~~27 wherein determining the ~~percentage~~ value of each ~~component of value attributable to each~~ element of value further comprises ~~the use of the best fit predictive model from a tournament of predictive models to determine the percentage.~~:

   deriving one or more element of value weighting factors from the information for each of two or more elements of value;

   calculating the present value of the components of value; and

   weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

39. ~~(amended)   The system of claim 22 wherein determining the percentage of each component of value attributable to each element of value further comprises evaluating all elements of value at the same time.~~(amended)   The system of claim 38 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.

40. (amended) _The system of claim ~~22~~38 wherein the ~~intangible~~ element of value ~~is a relationship~~weighting factors are summarized into composite variables that characterize the performance of the elements of value.

41. (amended)     _The system of claim ~~22~~38 wherein calculating the ~~intangible~~composite variable comprises combining element of value ~~is a~~